

AMENDMENTS TO THE CLAIMS:

This listing of claims will replace all prior versions and listings of claims in the application. Amendments shown by strikethrough (for deleted matter) or underlining (for added matter).

1. (Currently amended) A handheld device for use with an electronic labelling system for communicating with at least one label used in the electronic labelling system, said handheld device comprising;

~~transmission means for transmitting~~ a transmitter to transmit a command to at least one shelf label in ~~the~~ an electronic labelling system ~~memory means,~~

~~control means~~ a controller to control the function of the handheld device, ~~and~~ at least one button for providing user input,

a memory in electrical communication with the controller;

~~said handheld device also comprising~~ a receiver controllable by the controller ~~control means~~ and arranged to receive information about a new authorization code matching an authorization code in at least one shelf label to replace an old authorization code from a central unit in the electronic labelling system;

wherein the controller is arranged to store the new authorization code in the memory; and

wherein the transmitter is to transmit a command and the new authorization code to an electronic shelf label in order to verify the authorization to transmit said command.

2. (Canceled)

3. (Currently Amended) A handheld device according to claim 1 comprising unique identity information stored in the memory ~~means~~ and the transmitter ~~transmission means~~ for communicating said unique identity information to the system.

4. (Currently amended) A handheld device according to claim 1, wherein the receiver is arranged for wireless communication, and wherein the wireless communication includes ~~such as~~ IR communication, ~~or~~ RF communication, or both.

5. (Currently amended) A handheld device according to claim 1, comprising essentially the same type of controller ~~control circuit~~ and/or receiver as the electronic labels used in the electronic labelling system.

6. (Currently amended) A handheld device according to claim 1, wherein the transmitter is arranged to transmit to the label a command to display a certain piece of information comprised in a register in the label.

7. (Currently amended) A handheld device according to claim 1, wherein the transmitter is arranged to transmit to the label a command to change information comprised in a register in the label.

8. (Previously Presented) A handheld device according to claim 1 including a display for displaying information to a holder of the handheld display.

9. (Currently amended) An electronic shelf label system comprising:

at least a first base station communicating with a central unit[[,]] and with a number of electronic shelf labels through wireless connections for determining at least a first piece of information to be displayed on the labels,

~~said system also comprising a handheld device devices~~ for communicating with the shelf labels,

~~said electronic shelf label system comprising a central unit and communication means connected to the central unit, the communication means being arranged to transmit a message to at least one handheld device~~ to transmit a new authorization code matching an authorization code in at least one shelf label to the handheld device, which code can be stored in the handheld device and transmitted from the handheld device to at least one shelf label for authentication of the handheld device, wherein the new authorization code authorizes function of the handheld device.

10. (Currently amended) An electronic shelf label system according to claim 9, ~~which is arranged to receive in~~ wherein the central unit receives information transmitted from said at least one handheld device and process said information in the central unit.

11. (Canceled)

12. (Currently amended) An electronic shelf label system according to claim 9, wherein the ~~communication means are arranged~~ central unit is to receive from the ~~at least one~~ handheld device information regarding a unique identity of the handheld device ~~and communicate this information to the central unit~~, to enable selection of information to communicate to the handheld device dependent on ~~in dependence of~~ said unique identity.

13. (Currently amended) An electronic shelf label system according to claim 10, wherein the handheld device ~~and the electronic shelf labelling system are~~ arranged for wireless communication including ~~such as~~ IR communication, ~~or~~ RF communication, or both.

14. (Currently amended) An electronic shelf label system according to claim 10, wherein the handheld device comprises essentially ~~the~~ a same type of control circuit and/or receiver as the shelf labels used in the electronic labelling system.

15. (Currently amended) An electronic shelf label system according to claim 10, ~~comprising~~ wherein the central unit includes a master authorization code that can be enabled in the system to give access to all information comprised on the electronic shelf labels.

16. (Currently amended) An electronic shelf label comprising:

a plurality of registers for holding a plurality of different pieces of information and each register being associated with an authorization code, ~~and~~

a control unit to control ~~controlling~~ the display of information from the registers ~~in dependence of~~ dependent on commands input from a handheld device,

~~said electronic shelf label comprising~~ at least one stored authorization code matching an authorization code in at least one handheld device, ~~associated with each register and that~~

wherein the control unit is arranged to, when a command to display the information of a specific register is received in the control unit, to compare a received authorization code along with ~~[[a]]~~ the command to the stored authorization code associated with the specific register and display the information contained in the register if the received authorization code matches the stored authorization code, and

wherein the authorization codes associated with the registers being themselves associated with different levels of functions.

17. (Previously Presented) An electronic shelf label according to claim 16 further comprising a stored master authorization code, wherein the control unit is arranged to display the information contained in the register if the received authorization code matches the stored master authorization code.

18. (Currently amended) A method for use in an electronic shelf label system, said system comprising a central unit and communication unit means for communication with at least one electronic label in the system, and at least one handheld device arranged to communicate with said label, ~~characterized by the steps of comprising:~~

- transmitting from the central unit ~~a first message~~ to the ~~at least one~~ handheld device information about a new authorization code matching an authorization code in the electronic shelf label to be used by the handheld device when communicating with the electronic shelf label,
- storing said new authorization code in a memory in the handheld device for inclusion in commands transmitted to said electronic label,
- transmitting from the central unit to at least one electronic shelf label used in the electronic shelf label system information regarding the new authorization code matching an authorization code in at least one handheld device, and
- storing said new authorization code in an electronic shelf label memory for comparison with an authorization code comprised in a command received from the handheld device.;
- ~~receiving said first message in the handheld device.~~

19. (Canceled)

20. (Currently amended) A method according to claim 18, wherein the handheld device and the electronic shelf label system are adapted to communicate by wireless communication.

21. (Previously Presented) A method according to claim 18, wherein the handheld device and the at least one electronic shelf label comprise essentially the same type of control unit and/or receiver.

22. (New) The handheld device according to claim 1, wherein the controller receives the information and sets a type of function that can be performed using the information.

23. (New) The handheld device according to claim 22, wherein the controller sets the type of function to customer functions, member functions or shop personnel functions.

24. (New) The handheld device according to claim 1, wherein the controller authorizes functions using the authorization code from the central unit.

25. (New) An electronic shelf label system according to claim 15, wherein the master authorization code when in the handheld device authorizes complete access at a personnel level.